



September 2001

Annual CALENDAR

Our annual calendar in the last issue of *Bear Necessities* has proved to be beneficial to many permit holders and prompted requests for many additional copies. We will again publish a statewide events calendar in our next issue and request that readers of this newsletter let us know of any additional events in your community that may be of interest to Made In Alaska permit holders.

Note: calendar is also posted on our web site

www.madeinalaska.org/mia.

Made In Alaska Manufacturer of the Year Award

Each year one active permit holder is selected to receive the manufacturer of the year award. This year, we would like your input as to which permit holder should receive this award for 2001. Nominations should include a brief history of the company and any known achievements that illustrate why this company will be an excellent example of what it takes to be a successful manufacturer in Alaska.

There is nothing wrong with self-nominations and they are most welcome. All nominations will remain confidential. Nominations deadline is November 15th.

“Let’s Talk”

Theme Of Networking Meetings

As promised in our last issue of *Bear Necessities*, we have mailed to each active permit holder a list of other permit holders in their community to help facilitate the start of Made In Alaska Networking meetings. We found in our workshops that Made In Alaska permit holders often face unique challenges and opportunities in their efforts to manufacture and create products in our great state. Being able to share experiences in how to overcome the challenges and capitalize on the opportunities with others will often prove valuable for many permit holders. We do hope you will take the initiative to contact each other and set up a meeting of permit holders in your area this month.

Due to the number of permit holders in some of the larger communities we have made reservations in local restaurants for the first Made In Alaska Networking Meeting in that area. Permit holders from any area are welcome at any of these meetings should that prove convenient for them. Following are details of those meetings for which we have reserved space from **5:30 to 7:00 PM on Tuesday, September 25th** (*Except Anchorage East* to be held on Wednesday, September 26th*):

Anchorage South — Royal Fork, 9220 Old Seward Highway — 522-5600

Anchorage East * (9/26/01) — Royal Fork, 800 Northway Drive — 276-0089

Fairbanks — The Grille, 3439 Airport Way (next to K-Mart & Safeway) — 456-5220

North Pole — Wendy’s, 33 St. Nicholas Drive — 488-3503

Palmer — Denali Steakhouse, 918 South Colony Way — 745-6180

Wasilla — Mat-Su Resort, 1850 Bogard Road — 376-3228

Eagle River/Chugiak — Bella Vista, Mile 21.5 Old Glenn Hwy. — 688-2221

Homer — Captain’s Coffee Roasting, 528 E. Pioneer 235-4970

Kenai — Paradisos Restaurant, Downtown Kenai — 283-2222

Soldotna — Riverside House, 44611 Sterling Highway — 262-0500

Kodiak — Mill Bay Coffee, 3833 E. Rezanof Drive — 486-4411

Juneau — Silverbow Restaurant, 120 2nd Street — 586-4146

Sitka — Shee Atika/Raven Dining Room — 747-6241

Ketchikan — Cape Fox Hotel/Heenkahidi Room, 800 Venetia Way — 225-8001

All of these establishments will offer dinners in the \$12 per person price range or less. Each person is expected to pay their own cost of food and beverages.

We would appreciate receiving information from attendees as to what was discussed at these meetings and what needs to be done to continue this effort should it prove worthwhile. We hope each group will appoint someone to coordinate the next meeting and set a date, time and place for that meeting.

Let’s talk!



Sitka

Trade Market 2001

Over 2,000 shoppers are expected to attend the Sitka Trade Market to be held in Sitka's Harrigan Centennial Hall from Friday, October 26th through Sunday, October 28th. The Show offers retail as well as wholesale opportunities for Made In Alaska permit holders. As an added benefit for vendors the show's sponsor, Sitka Business Incubator, is holding a free, pre-market symposium on Thursday, October 25. For more information contact Kristie Sherrodd at 747-7593.

Anchorage Airport Concessions

The Ted Stevens International Airport has scheduled a free meeting to educate and assist potential concessionaires about operating their business at the airport. They will provide an overview of future Airport concession opportunities, how you can compete to operate your business at the airport, and opportunities to partner with national airport concession operators. The meeting will be held on Thursday, September 27th at the North Terminal (International Terminal) on the second floor at Gate N2. Call 266-2674 to make reservations for the meeting.

ATIA Convention

The Alaska Travel Industry Convention (ATIA) will be held in Anchorage on Tuesday, October 9th through Thursday, October 11th at the Egan Center. Call 929-2842 for more information or visit their website at www.alaskatia.org.

Alaska investNet

Matching Product & Market is the theme of investNet's marketing seminar. The 8:30 AM to 12 Noon sessions will be held in Fairbanks at the Pike's Waterfront Hotel on Saturday, September 29th, in Anchorage at the Marriott Hotel on Wednesday, October 10th and in Juneau at the Goldbelt Hotel on Friday, October 19th.

Financing Your Business with Debt & Equity is the theme of investNet's financial performance seminar to be held 8:30 AM to 12 Noon in Fairbanks at Pike's Waterfront Hotel on Saturday, October 13th and in Juneau at Goldbelt Hotel on Thursday, October 25th.

For information on these seminars call 1-888-393-3662 or visit their website at www.alaskainvestnet.org.

At Northway Mall

Anchorage's Fur Rondy Arts & Crafts Show will be located at the Northway Mall this year. Show dates are February 13th through 17th.

Contact Kim Chase at 274-1177 for information

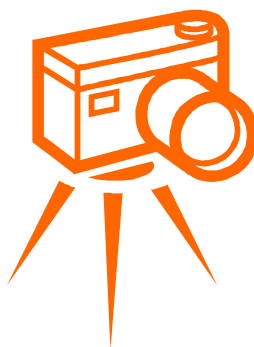


and booth rates or <http://www.furrondy.net>.

UPDATE: www.madeinalaska.org/mia
WEBSITE

Recently

we mailed website update forms to all active permit holders to ensure each permit was listed under the proper category (see page 8 for list) and other information was correctly listed on the Made In Alaska website. All of the forms that were returned have been keyed into the computer and uploaded to the web site. We encourage permit holders to check their company's listing on the web site and let Leeann or Bill know of any other changes to be made. The web site is regularly updated and we want it to be accurate for the benefit of permit holders and website visitors.



A photograph of your product or your logo will bring website visitors' attention to your company and products. Few permit holders have provided us with a photo or logo for inclusion with their company's listing on the web site. Ideally, we would have one photo for each active permit.

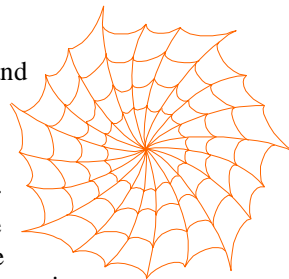
Permit holders who do not have a high quality photo of your products should consider either taking a photo yourself

or having a professional photographer take one for you. This photo will prove useful for many promotional purposes other than just the website. We called photographer Robert Baker of North Start Multi Media (357-2944) at the Creekside Plaza in Wasilla and he reported that they would charge under \$100 to take a digital photo or two of your product and give it to you on CD Rom or disk with a full release of all rights so that you may use it any way you wish without payment of any royalties. Shots can be taken at your place of business or they have a product table with lights made for this purpose in their studio. There is probably a qualified photographer in your area that will provide this service for similar prices.

Send your photos or electronic photo file to the Made In Alaska office via mail or email to have them included on the program's website. We will be happy to scan photographs for you at no charge...but cannot guarantee the quality of the resulting image. It is very important that you include your company name and permit number on the photo or file. Include a return envelope of appropriate size if you want photographs returned.



he web is becoming more and more important to the way most of us do business. Many Made In Alaska permit holders can benefit by participating in this trend. We earlier stated that the website will never be finished as it will continue to change and improve over the years. This is proving true. If you have not visited the Made In Alaska website recently we encourage you to do so. Check your listing while there and let us know how we can make this website work better for you.



Enforcements

Made In Alaska responded to several reports in recent months that the program's logo was being misused. All reports of misuse were quickly followed up and appropriate actions taken when warranted. One investigation revealed that an out of state manufacturer had acquired the assets of a Made In Alaska permit holder and did not understand the purpose of the Mother Bear & Cub logo nor that it was a registered trademark of the State of Alaska. The purchaser liked the logo and simply eliminated the words Made In Alaska and continued to incorporate the logo on their new labels. After we notified them of the error of their ways, they immediately apologized and sent a salesperson to the state to label over the logo on as much shelf and warehouse stock as they could locate. They have now eliminated the Mother Bear & Cub logo on all new product shipped.

A large volume permit holder that also sells items made by their affiliates out of state was reported to have included the Made In Alaska logo with photos of the out of state manufactured products on one or more of their delivery trailers. As soon as we pointed out that one of the trailers was improperly marked with the Made In Alaska (it may be deceiving); they agreed to immediately remove the logo.

Three permit holders were reported to be manufacturing part of their products out of Alaska and not adding the majority of value added in state. Investigation of these permits indicated that all were in compliance with program rules.

Several complaints were received that country of origin labels, i.e. Made in China, Mexico, Bali, etc. were being covered over with price stickers in many Alaska retail stores. As this practice does not violate the Made In Alaska program rules or associated laws or regulations, it is not a Made In Alaska issue and we cannot take any direct enforcement actions. However, Bill Webb, Made In Alaska program manager, did contact and meet with Charles Harwood, Northwest Regional Director of the Federal Trade Commission to discuss what can be done to stop these deceptive practices.

Mr. Harwood confirmed that federal trade and custom laws do prohibit the removal or covering over of country of origin labels if it can be proved to be an intended action designed to deceive the consumer. However, proving illegal activity is very difficult and it will be hard to convince the Justice Department (Federal or State) to take on such an expensive lawsuit unless success is likely. These lawsuits often cost from \$25,000 to \$50,000 in time and other costs to pursue. We did discuss two things that permit holders and consumers can do that will help slow up the practice of placing price labels over country of origin stickers. First, complain to the store manager. You have every right to let the store management know that covering the origin labels is an illegal and despicable practice. Secondly, we agreed that a good offense is a great defense. Use the Made In Alaska stickers on your products, always. It stands out, consumers look for it and it makes them think about supporting the local economy rather than a foreign dictatorship.

We thank those who brought suspected violations to our attention. The Made In Alaska Program must maintain the integrity of our Mother Bear & Cub logo and name and this means we need the permit holders to inform us of suspected violations of program rules. Simply call the office at 272-5634 and let us know of a suspected violation...we will follow up.

Alaska Origin Products & Manufacturing

Many items that were not of Alaska origin have been deemed acceptable in the manufacture of Made In Alaska products because no Alaska source was available. Over the years many of these items are now available from Alaska sources. We will be reassessing the appropriateness of materials not of Alaska origin when reviewing permits for annual re-certification. Should materials now be available from Alaska origin, we will require that they be used in accordance with the laws and regulations governing the program. These rules require "uses Alaska resources and materials in the manufacturing or production of the product or handicraft, or provides documentation that the raw resources and materials do not exist within the state either in the form, quality, or quantity required for the production of the product or the handicraft;" and "...will not consider cost alone as a valid justification for using out-of-state manufacturing."

We urge permit holders to look for current sources of Alaska origin products and services to replace those now purchased from out of state.

Two items have already "changed" due to availability of instate products and services. Stainless steel stamped Ulu blades are now manufactured in Alaska and should be used when needed for Ulu. Alaska printers have added very sophisticated full color/multi feature presses. Now fine art prints, notecards and other special process printing can be done instate. We would expect applicants for certification or re-certification purchasing Ulu blades or printing services to use Alaska origin or explain why the Alaska sources of these products cannot be used. Re-certification forms are now being modified to allow tighter scrutiny in the future of the continued eligibility of applicants.

Permit holders may seek the help of the BUY ALASKA Program when seeking instate purchase of materials. Page 6 of this newsletter contains information on how to join and use this great program. It's **FREE!**



We still

have a good supply of Made In Alaska table tents and posters. Use them at fall and Christmas shows. Include them in wholesale shipments and encourage your retailers to display them.

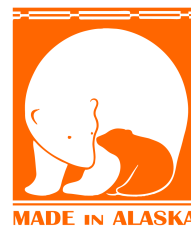
Let's play offense...Show The Label!

Welcome New Permit Holders - Made

Glacier Ice Company Scott Lindquist Anchorage 363-3770 Permit #4880 Natural Glacier Ice From Prince William Sound, Alaska	Wildlife Images by Michael R. Keeney Michael Keeney Kenai 283-5747 Permit #4890 Alaskan Wildlife Prints, Notecards & Postcards, T-Shirts, Mugs, Etc.	Cee Vee Enterprise Charles Meuser Palmer 745-2579 Permit #4900 Handcrafted Beaded Jewelry, i.e. Earrings, Necklaces, Barrettes, Headbands, Bracelets & Pins. Permit #4901 Handcrafted Fabric Items i.e. Christmas Ornaments, Single & Groups Of Snowmen, Hot Pads	Echo Lak Proc Ja Ancho Pe Smo Pe Smoked Pe Sm
Scent' Sations M. Christina Johnson Soldotna 260-3089 Permit #4881 Handmade Bath Salts, Creams, Bath Blaster, Milk Baths, Soaps, & Bon-Bons	Aurora Designs Beadwork Michelle Lyons-Brown Juneau 780-5400 Permit #4891 Original Design Beadwork Kits That Were Conceived, Developed & Manufactured In Alaska	Atta Girl Sports Gaysha Smidt Anchorage 243-0100 Permit #4902 Six Color Screen Printing Application To Wearable Goods Or Fabric.	Cath Cathe Fairba Pe Specializing In Infants To Ad Orig
Photo's by Dorothy Dorothy Scott Anchorage 243-4725 Permit #4882 Pictures Of Alaska & Note Cards Made From These Photo's	Rare Bird Pottery Ahna Iredale Homer 235-7687 Permit #4892 Pottery	Doc's Products-Alaska John Ward Palmer 746-6061 Permit #4903 Plant Growth Enhancers & Soil Conditioners: Fertilizer Amendments & Propagation Aids	Metal Sal Sc Ancho Pe Steel Roofing
Crowberry Craftworks Carrie Cahill Healy 683-2006 Permit #4883 Hand-Knitted Hats, Mittens, Scarves, & Baby Items (Booties, Hats, Vests)	Isabel's Dream Heather Soots Anchorage 248-3947 Permit #4893 Beaded Jewelry & Ornaments Sun Catchers	Ken's Canes & Wood-N-Things Kenneth Wooten Fairbanks 457-6070 Permit #4904 Canes, Lamps & Other Items Made From Diamond Willow & Birch & other Native Woods	Shelb She Eagle R Pe Christmas Sto
Suz Custom Furrier Susan Kisken Fairbanks 455-6643 Permit #4884 Fur Accessories; Hats, Earmuffs, Earrings, Ruffs, Mittens, & Mukluks	Eagle River Spice Co. Ted Bodley Eagle River 694-4480 Permit #4894 Seasoning Chili Mix & Honey Mustard	Night Trax Dennis Anderson Homer 235-3735 Permit #4905 Photography	Don's C Do Ancho Pe Wood Turn Keyrings, C
Alaskan Art by Schimetzka Rita Schimetzka Kodiak 487-2272 Permit #4885 Leather & Fur Products Permit #4886 Silk, Hand Dyed Items And Painted Scarfs-Table Cloths Etc.	Eagle River Knife Co. Ted Bodley Eagle River 694-4480 Permit #4895 Handmade Knives & Ulus	Johnston Construction & Roofing Gregg Johnston Anchorage 563-2527 Permit #4906 Onsite Field Form Metal Roof System	Alala Penn Willo Pe Eskimo Doll Pe Origin
Light of Alaska Candle Co. Josephine Yerrington Anchorage 272-8339 Permit #4887 Buffalo Chip For Starting Campfires, Made From Hard Wax & Straw	Traquility Arts Originals Robyn Lin Anchorage 561-4432 Permit #4896 Hand-made Note Cards With Chinese Calligraphy Or Sumi-E Painting	Bear Bread Lighting Mona Ostebo Craig 826-5204 Permit #4907 Lighting Made From Tree Conks	Dia Diann Fairba Pe One-Of-A-Kind Carved From A
Sign Pro Julie Rogers Anchorage 349-0449 Permit #4888 Signs	Alaskan Mosquito Solution Matt Richard Dugan Anchorage 351-8045 Permit #4897 All Natural Insect Repellant	Go North Creations Connie Pangallo Wasilla 354-2860 Permit #4908 Oil Painted Gold Pans	Big Eds Orna E Ancho Pe Hand Made Orn
Material Pleasures Susan Ernst Seward 224-3904 Permit #4889 Handloom Woven & Knitted Textiles	Denali Winery Patrick Flatley Anchorage 563-9434 Permit #4898 On Premises Wine Making	Thunder Mountain Soaps Joan Jellison Juneau 790-9927 Permit #4909 Handmade Toiletries: Soaps, Lipbalms, Lotions, etc.	
	Arctic Moon Crafts Corene Tallon Anchorage 333-0103 Permit #4899 Handcrafted Tiny Bird Houses That Hang From Alaskan Birch Branches To Form A Tree.		

Alaska Program - May thru August 2001

r Meat & LC. k -0070 0 on 1 usages 2 ltry	Treasures of Alaska by Archer Patsy Archer Sterling 260-1972 Permit #4921 Handcrafted "Birdseye Birch Burls"	Country Clay Ceramics Evaline (Evie) McNamee Palmer 745-2543 Permit #4935 Handpainted Design Ceramics	A Piece Of The Wild Marjorie Hansen Juneau 586-8903 Permit #4947 Fabric & Wood Illustrations of Alaska's Animals & Plants
ions hees -6386 3 ce Outerwear. Ski Hats. All ns.	Tundra Walker Studios Lisa Rogers Fairbanks 479-4546 Permit #4922 Original Oil Paintings And Watercolors	Husky Flight Cases Darryl Waters Anchorage 258-0427 Permit #4937 Protective Reusable Transit Cases	Sigrid A. Klein Singrid Klein Willow 495-1179 Permit #4948 Alaskan Motif's Which Are Embroidered On To A "BAG-A-BAG" (Plastic Bag Recycling Sack)
acturing ry -7663 4 Accessories	Alaskan Wood-N-Originals Elden Saville Delta Junction 895-4458 Permit #4923 Handcrafted, Unique & Rustic Wooden Picture & Mirror Frames	Alaska Stone Precast Mark B. Leonard Fairbanks 338-9816 Permit #4938 Decorative Concrete Precast (Step Stones, Benches, Birdbaths, Lawnedge, Etc.) Permit #4939 Light Weight Veneet Stone, For Interior & Exterior Applications (Lightweight Concrete Product)	Valleydale Country Crafts Everna Worthen North Pole 488-9585 Permit #4949 Dessert Bread Mixes i.e. Rhubarb, Cranberry Orange, And Cinnamon Struesel Apple Breads
ions las -6148 5 skimo Kids &	Stone Age Alaska Jim Halloran Anchorage 250-3726 Permit #4924 Alaska Stone Electric Lamps	Indian Valley Mine & Gifts Gladys Arlene Williford Cowles Indian 653-1120 Permit #4940 Gold Nugget Jewelry, Earrings, Pendants, Necklace, etc.	Alaska Land Deeds Inc. Dean Beaulieu Wasilla 357-1001 Permit #4950 Bearor Deed. 1 Square Foot Of Alaskan Property Surrounded By Photos Of Alaska.
urning w -0887 6 s, Spinals, ensils, etc.	Alaska Magazine TV C. Vincent Shortt Fairbanks 452-3232 Permit #4925 Public Television Series Produced in Alaska-52 Half Hours	Lil' John Wood Design John H. Ford Jr. Ft. Richardson 301-1604 Permit #4941 Woodcrafted Products & Items	'Wrap It Up' Gifts Susan Mathis Anchorage 522-9653 Permit #4951 Jewelry; Necklaces, Braceletes, Earrings Made With Glass Beads, Stones & Charms Permit #4952 Fleeceware: Patterns & Designs Created By Susan, Hat, Mittens, Scarves & Infant Car Seat Wraps & Covers
ows ross 472 7 dow Boxes 8 rints	Whimsical Wonders Pamela Ann Marshall Anchorage 258-5113 Permit #4928 Beadwork With Glass And Jewelry	Great Alaskan Stones Sharon Aubrey Sutton 746-1862 Permit #4943 Rocks from the Talkeetna Mountains	BeadFuddled Carol Nissen Anchorage 345-0150 Permit #4953 Beaded Jewelry; Bracelets, Necklaces, Earrings & Zipper Pulls
e' Sully -2354 9 culptures. All rch Or Alaskan	Denise's Creations Donna "Denise" Maggini Anchorage 337-8682 Permit #4929 Handcrafts, Soft Sculpture Dolls Items, Magnets, Miscellaneous Permit #4930 Soapstone, Stone, & Antler Carvings. Jewelry Permit #4931 Ceramics; Functional, Sculpture, Bottles, Platters, Vases, Bowls, & All Types Of Clay Pieces.	Robin's Outback Stained Glass Shop Robin Skavland Anchorage 245-8072 Permit #4944 Stained Glass Gifts, Sun Catchers, Windows, Window Panels, Lamp Shades, Boxes, etc.	Rabbit Ridge Designs Michelle Coburn Anchorage 348-0141 Permit #4954 Handcrafted Jewelry With Handcrafted Glass Beads
n & Yard Art -8475 0 Iron & Yard Art	Windy Valley Musk Ox Dianne Nash Palmer 745-1005 Permit #4932 Hand Knit Garments From Qiviut Permit #4933 Home Spun Yarn From Qiviut	Nina's Originals Nina Milroy Anchorage 338-2899 Permit #4945 Native Made Items of Fur & Leather	
	AlaskanArt Roberta Fargo Juneau 789-6802 Permit #4934 Clay Art. Handcrafted Figurines Made From Polymer Clay Of Different Colors	Dagmar, Mike, Suzanne Dagmar Nye Anchorage 349-4154 Permit #4946 Coloring Book	





BUY ALASKA Program

University of Alaska Small
Business Development Center
430 W 7th, Suite 110
Anchorage, AK 99501

P 274-7232 / (800) 478-7232
F (907) 274-9524
info@buyalaska.com
www.buyalaska.com

Bridget McLeod
Program Director

Stella Josephine
BuyNet Specialist

Mission

To assist businesses,
consumers and government
agencies in finding
competitive Alaskan
sources for buying goods
and services.

Partners for Change

BUY ALASKA is a program
of the Alaska Small
Business Development
Center.

The Facts

Alaskans spend over \$7
billion outside Alaska every
year. If we all shifted our
spending by just 10%, we
could keep \$700 million here
in Alaska. This is the
equivalent of adding a major
new industry in Alaska!
Each of us has the power to
make a difference.

Dollars spent on locally
manufactured products are
more valuable to the state's
economy!

www.buyalaska.com

You're Invited!

You've seen the logo (you know it's not Made in Alaska!), so what is the BUY ALASKA program and how can it serve your business?

BUY ALASKA is a **free** program, which matches buyers with sellers to help keep more dollars in Alaska's economy. With over 6,000 businesses participating in the program, buyers know that BUY ALASKA is the ultimate resource for finding a local source.

Today, we invite you to join BUY ALASKA. When you do, you will be entered to win one of several great prizes, including a **cozy fleece vest** donated by Bristol Bay Native Corporation! (entry form below)

Member Benefits

1. Free business listing promoting your business in the on-line BuyNet database and free use of the database 24/7
2. Free referrals and leads to market your business
3. Free assistance from the BUY ALASKA staff for researching vendors to meet your buying needs
4. Free window decals and other marketing materials

Ask these great MIA businesses how their free membership with BUY ALASKA has benefited them! Canyon Designs, Nomad Art & Design, Van Waters and Rogers, Back Bay Botanicals, Denali Seed Company, Air Liquide, Alaska Sausage and Seafood, Alaska Garden and Pet, Brecht Studios.

Eligibility

Any business or organization that has a business location in Alaska, can benefit from free sales referrals, and wants to build a stronger Alaskan economy! If you qualify for Made in Alaska, you automatically qualify for BUY ALASKA.

Join BUY ALASKA today and be entered to win a cozy fleece vest and other great prizes! There are two easy ways to join/enter:

1. Go to **www.buyalaska.com** and click on **Join**. Please note you were referred by MIA when joining, or
2. complete this short form and fax it to 274-9524.

Contact Name _____

Business Name _____

Address _____

Phone/Fax _____

Email _____

All About Copyrights

Permit holders often ask for information regarding how to obtain copyrights & patents or register their trademark. This issue we will address copyrights. We hope this proves beneficial and we encourage permit holders who create original work to protect their work by filing the proper forms and fees to obtain a copyright, patent or registration as is appropriate for their property.

What is a Copyright?

Copyright is a form of protection provided under U.S. law to the authors of original works that are fixed in some tangible form. Copyright protection extends to a variety of intellectual works, including books and other literary works, musical works, dramatic works, motion pictures and other audiovisual works, sound recordings, photographs, graphic arts, paintings and other visual works, sculpture, architectural works and computer programs. Copyright law grants the owner of the copyright certain exclusive rights, including the right to make copies of the work, to prepare derivative works based upon the work (for example, to create a screenplay or movie based on a book), to perform the work publicly, and to display the work publicly as well as the right to authorize others to do any of these actions.

How do I Secure a Copyright?

The copyright in a work is secured automatically from the moment that the work is created and fixed in some tangible form. There is no requirement for the copyright to be registered in the U.S. Copyright Office, although registration does have certain advantages.

Registering a copyright is simple. Copyright application forms may be ordered 24 hours a day from the Copyright Office Forms Hotline (202) 707-9100, or they may be downloaded via the Copyright Office homepage. The completed application form is filed together with a check for the \$30 filing fee, and one copy of the work if it is unpublished, or two copies of the work if it has been published.

Benefits of Registering a Copyright

A registered copyright entitles the copyright owner to sue for alleged infringement. No lawsuit for infringement can be filed on an unregistered copyright. If the copyright is registered before an infringement occurs, the copyright owner may recover its attorney fees as well as money damages specified by the Copyright Act if it wins the lawsuit. If the copyright is registered only after the infringement occurs, then the attorney fees and statutory damages are usually not recoverable.

Copyright Notice

Prior to March 1, 1989, copyright owners were required to place a copyright notice on their published works, otherwise the works would fall into the public domain. The copyright notice is no longer required for works first published on or after March 1, 1989. A proper copyright notice has three elements: (1) the letter C in a circle - ©, the work "Copyright," or the abbreviation "Copr."; (2) the year of first publication of the work; and (3) the name of the copyright owner. No registration, or advance permission from the Copyright Office is required to use a copyright notice.

Copyright Notice



2001 Your Name

A copyright notice is not required to obtain copyright protection, since protection is now automatic. However, the notice should be affixed to the work to inform the public that the work is the subject of copyright protection. In an infringement suit, if a proper copyright notice appears on the published copy of the work, and if the defendant in the infringement suit had access to the work, then the defendant cannot avoid a damage award by arguing that the infringement was "innocent."

Works Made for Hire

The general rule is that a person who creates the work is the author of that work. However, there is an exception for a category of works called "works made for hire." If a work is a "work made for hire," then the employer, not the employee, is the author of the work. The employer may be a firm, an organization or an individual. The copyright statute narrowly defines "works made for hire." Works made by employees within the scope of their employment are works made for hire. Works created by independent contractors, however, are not "works made for hire" unless both of the following criteria are met:

- *There is a written agreement between the parties, prior to the creation of the work, specifying that the work is to be a "work made for hire"; and*
- *The work has been specially ordered or commissioned for one of the following nine categories of works: a contribution to a collective work; part of a motion picture or other audiovisual work; a translation; a supplementary work; a compilation; an instructional text; a test; answer material for a test; or as an atlas.*

Business owners should be especially careful about ownership issues when copyrightable works are created by independent contractors. Unless there is an appropriate agreement in place, the independent contractor will generally own the copyright, despite the fact that he or she was paid by the business to create the work.



Duration of Copyright Protection

For works created since 1978, copyright protection for an individual author lasts for the life of the author plus 70 years. In the case of a "work made for hire," copyright protection lasts for 75 years from the date of first publication or 100 years from the date of creation, whichever is earlier

Copyrights are inexpensive and easy to obtain. We encourage Made In Alaska permit holders to protect their legal rights and protect their property by demanding that others honor their copyrights, patents and trademarks.

We will include information regarding patents and trademarks in future issues of *Bear Necessities*. If you have an immediate need for this information contact the Made In Alaska office or your attorney.

Made In Alaska Web Site Categories

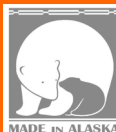
Listed below are the new product categories used on the Made In Alaska web site www.madeinalaska.org/mia. Permit holders wishing to change their listing should mail or email those changes with company name and permit number. Each permit may be listed in a maximum of two categories.

Based on the responses from our mailing we have modified (underlined) and added (bold) the following categories:

Antler, Bone & Ivory Carvings
 Quilts & Needlework
 Sculptures, Carvings & Castings
Stone & Lapidary Art

Should one of these categories better describe your permitted product, let us know and we will change your listing.

- Agriculture
- Alaska Novelties & Gifts
- Alaska Prints & Notecards
- Antler, Bone & Ivory Carvings
- Auto, Boats & Planes
- Beads & Beadwork
- Beverages & Waters
- Body Care Products
- Books & Publications
- Building & Construction
- Candle
- Candy & Confections
- Ceramics & Pottery
- Children's Items
- Clothing & Apparel
- Coffee Roasting
- Collectibles & Commemorative
- Dolls
- Educational
- Electronics, Computers & Software
- Embroidery & Screen Printing
- Fiber Art
- Fine Art
- Fishing & Hunting
- Foods
- Fur & Leather Products
- Furniture & Home Furnishings
- Gifts
- Glass Art
- Handcrafted Items
- Holistic Health
- Industrial & Recreation
- Jewelry
- Knives & Ulus
- Lawn & Garden
- Metal Fabrication
- Music, CD's & Videos
- Newspapers & Magazines
- Office Products & Supplies
- Pet Food & Supplies
- Petroleum Products
- Photography
- Quilts & Needlework
- Sculptures, Carvings & Castings
- Seafood
- Sewn Items & Cloth
- Signs & Banners
- Sports & Recreation
- Stained Glass
- Stone & Lapidary Art
- Toys & Games
- Wearable Art
- Wildflower Art
- Woodcrafts



Made In Alaska — Label Order Form

Return this form to: **Made In Alaska**
 P.O. Box 102440, Anchorage, AK 99510-2440

Permit # _____

Name:

Address:

City/Zip:

Roll Labels (Stickers)	Number of Rolls or Bags	Cost per Roll 1,000 or Bag 50	Amount Due
Black & White - Large		\$15.00	
Gold & Black - Large		\$15.00	
Silver & Black - Large		\$15.00	
Black & White - Small		\$12.50	
Gold & Black - Small		\$12.50	
Silver & Black - Small		\$12.50	

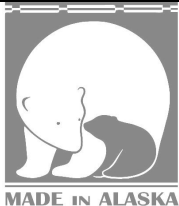
Woven Cloth Labels sold 50 per bag

Black		\$12.50	
Red		\$12.50	
Royal Blue		\$12.50	
Navy Blue		\$12.50	
Light Blue		\$12.50	
Light Pink		\$12.50	
Dark Pink		\$12.50	
Purple		\$12.50	
Yellow		\$12.50	
Forest Green		\$12.50	

Total Amount due with order \$ _____

Made In Alaska

Bill Webb, Program Manager/Agent
 Leeann Brewster, Program Administrator
 825 West 8th Avenue, Suite 203 (Office)
 Post Office Box 102440 (Mailing)
 Anchorage, Alaska 99510-2440
 Phone (907) 272-5634 Fax (907) 272-5635
 E-mail: bill@alaskalife.net



MADE IN ALASKA
 Post Office Box 102440
 Anchorage, Alaska 99510-2440

Presorted Standard
 US Postage
PAID
 Permit #93
 Anchorage, AK